



building nations

Invite to launch events

Inviting to Your Business Launch

When inviting, we recommend that you call or send a voice text so people can hear your excitement! Also, text or DM the launch/re-launch flyer with the zoom/live event information. If you don't hear back, follow up with a text or DM and insert emojis to make it fun!

LAUNCH

Example 1:

Hello ___! I'm reaching out to share that I've decided to launch my own virtual business with Arbonne and I'm having a zoom kickoff this ____ at ____ am/pm! It'll just take about 20 minutes, and it would mean the world to me if you'd hop on learn about why I have chosen to partner with this amazing company! Does that day and time work for you?

Example 2:

Hi ___! Hope you've been doing well! I'm reaching out to let you know I've started my own virtual business with Arbonne and I'm having a zoom event this ____ at ____ am/pm. I'll be sharing a little about why I decided to partner with Arbonne and my friend ___ will share more about the brand and the business. It'll just take about 20 minutes, and it would mean the world to me if you'd hop on and celebrate with me! I can even drop a Fizz Stick in the mail to you so you can raise a glass with me! Does that day and time work for you?

Example 3:

Hi Jenny! I hope you are doing well and starting the New Year off strong! I am hosting a 20 minute live zoom event on Thursday at 7:30pm and want to invite all my friends to check it out! I'll be sharing some exciting updates and goals for the new year so family and friends can better understand what I do in my Arbonne business and why it's so important to me. I promise you'll leave feeling inspired and having learned something new. It would mean the world to me if you could be on! Does that time work for you?

Example 4:

Hello ____ & Happy Fall! Reaching out to invite you to my 20 minute Virtual "Launch" event! I'm a new Arbonne Consultant and I'd love for you to pop on & learn about why I have chosen to partner with this amazing company. It would mean the world to me if you could hop on and celebrate with me! Does the day & time work for you?

RELAUNCH

Example 1:

Hello ____ & Happy Fall!! I'm reaching out to invite you to my 20 minute Virtual "Re-Launch" event as a newly promoted District Manager with Arbonne! It would mean the world to me if you'd pop on and learn about why I have chosen to partner with this amazing company. Does that day and time work for you?



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RELAUNCH

Example 2:

Hi ___! Hope you've been doing great! I'm reaching out to invite you to my 20 minute virtual "Re-Launch" event as a newly promoted District Manager! I'd love for you to pop on and learn about why I have chosen to partner with this amazing company. It would mean the world to me if you could hop on and celebrate with me! I can even drop a Fizz Stick in the mail to you so you can raise a glass with me. Does the day & time work for you?

Example 3:

Hi Lisa! I hope you are off to an amazing start to the the new year! I am super excited to share that I am hosting a brief "business relaunch" on Thursday night at 8pm est on zoom. Just 20 minutes--a quick version of why Arbonne is so important to me and some exciting updates for the new year. It would really mean the world to me if you could hop on. Does that day and time work for you?

Example 4:

Hi ___! Hope you've been doing fantastic! I'm reaching out to invite you to my 20 minute virtual "Re-Launch" as I celebrate 5 years with Arbonne! I'd love for you to pop on and learn about why I am building this amazing business, how it has blessed me and what's new since I last updated you. It would mean the world to me if you could hop on and celebrate with me! I can even drop a Fizz Stick in the mail to you so you can raise a glass with me. Does the day & time work for you?

IN PERSON LAUNCH

Recommend calling or sending a voice text. A conversation is best, so also ask in person! Use what feels authentic to you.

Hi _____. This is (Your Name) calling.

Do you have a quick minute? (if not...ask when is a good time) If yes:

Great! I'm reaching out to let you know that I've started my own virtual business with Arbonne and I'm having a launch/kickoff event/Healthy Happy Hour this ____ at ____ am/pm. I'll be sharing a little about why I decided to partner with Arbonne and my friend ___ will share more about the brand and the business. We'll be sampling our vegan, non-toxic nutrition and skin care and we'll have a celebratory fizz stick toast! It would mean the world to me for you to be there to celebrate with me and learn more! Does that day and time work for you?

***Remember...not everybody you invite with will be able to attend, but personally asking them improves the turnout! These launches are just to get the word out, so if people aren't able to attend, then you can follow up and share the recorded zoom with them, invite them on a three-way call or zoom with your upline or ask them to host!